



## UNITED STATES PATENT AND TRADEMARK OFFICE

Board of Patent Appeals and Interferences

THE DIAL CORPORATION  
19001 N. SCOTTSDALE ROAD  
SCOTTSDALE, AZ 85255

Appeal No: 2010-001235  
Appellant: Cheryl L. Galante, David L. Elliott, Iris Davis  
Application No: Gersten, James L. Solan, Hermes vander Lee et al.  
Hearing Room: 09/784,488  
Hearing Docket: B  
Hearing Date: A  
Hearing Time: Thursday, February 10, 2011  
Location: 09:00 AM  
Madison Building - East Wing  
600 Dulany Street, 9th Floor  
Alexandria, Virginia 22313-1450

Approved  
Edie Flaboury  
Admin Officer  
(Acting)  
01/18/2011  
Hear First

Attending  
TELEPHONICALLY  
480-754-5705

NOTICE OF HEARING  
CONFIRMATION REQUIRED WITHIN TWENTY-ONE DAYS

Your attention is directed to 37 CFR § 41.47. The above identified appeal will be heard by the Board of Patent Appeals and Interferences on the date indicated. Hearings will commence at the time set and as soon as the argument in one appeal is concluded, the succeeding appeal will be taken up. The time allowed for argument is twenty minutes unless additional time is requested and permitted before the argument is commenced. If there are any inquiries, please contact the Clerk of the Board at 571-272-9797.

The application involved in this appeal has been published. Accordingly, the hearing in this appeal is open to the public.

CONFIRMATION OR WAIVER OF THE HEARING IS REQUIRED. This form must be completed below and facsimile transmitted to both: (1) the USPTO Central fax number (official copy), and (2) the Board of Patent Appeals and Interferences fax number (courtesy copy) within TWENTY-ONE (21) DAYS from the mailing date of this notice indicating confirmation or waiver of the hearing. A copy of this notice may be alternately filed by mail if facsimile is not available.

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In all communications relating to this appeal, please identify the appeal by its number.

\* CHECK ONE: ☒ HEARING ATTENDANCE CONFIRMED ( ) HEARING ATTENDANCE WAIVED

Paul A. Pappalardo  
Signature of Attorney/Agent/Appellant

1/14/11  
Date

53,434  
Registration No.

Names of other visitors expected to accompany counsel: DAVID BENSON, Esq.

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